

2 Reasons Your Firm Should Attend the ABATechshow



attend abatechshow feature image. Buildings with a nice black and white overlay. ;)

The 2019 ABA Techshow is coming.

If you're like most legal professionals, you have a lot of work to do. Deadlines to meet, clients to serve. You can't be bothered to attend a conference like this.

But you should attend.

The Techshow is *the* event for solo and small firm practitioners to attend. Here's why.

Reason #1 to Attend the ABATechshow: Small firms struggle to work on the right things

It's a trap that's easy to fall into.

You work hard to attract and win new clients. Then, once you've won them over, you do your very best to take good care of them. Naturally, you do an exceptional job. You're a professional after all, it's what professionals do.

Most solo and small firm owners fall into the trap of working *in their business* rather than **on their business**. As it turns out, you need *both*. When I say working in/on your business what does that mean, specifically?

- **Working in your business** refers to client work. Writing, drafting pleadings, appearing in court, negotiating on behalf of your clients, etc. The work your clients pay you for.
- **Working on your business** is the subtle business development work that builds your business. It's creating a marketing funnel, negotiating joint venture partnerships, appearing on podcasts or writing books.

Most solo and small firms are lopsided.

The vast majority of firms rely on referrals which they're not sure how to systematize. They're not sure how to remove themselves from their business adequately so they create traps for themselves.

- They struggle to get clients, going through feast and famine cycles **or**
- They struggle with burnout as they attract more clients and more work

This is why you need the ABA Techshow. When it comes to working in your business, you're probably already an expert. Attending the Techshow is a chance for you to supercharge your work **on your business**. It's an opportunity for you to build relationships with key influencers, identify new potential partners and more.

Reason #2 to Attend the ABATechshow: Find software power-ups for your law firm

Attorneys, paralegals and support teams are under a significant amount of pressure. They're hard pressed to squeeze out more billable time. They're expected to accomplish more work in less time.

It's a struggle.

Most attorneys are *lucky* if they're able to get *three hours* of billable work done each day. The majority of attorneys **lose** *six to eight hours* of their day to non-

billable work.

Is there a solution?

Any solution to the long list of problems you're already struggling with?

Absolutely.

There's a very good chance that there's at least one person with a solution for each of your problems. Here's why that's so significant.

They're grouped together.

There's a long list of speakers, influencers, vendors, software and solutions to the issues that keep you up at night. You have access to a condensed list of providers who are more than willing to help you solve your firm's most pressing issues.

Software power-ups if you will.

Tools that empower the employees in your firm. Where every person accomplishes the work of five to ten people in less time. Tools that improve your firm's performance (e.g. productivity, utilization, realization).

Skeptical?

You should be. Attending the Techshow gives you a chance to collect evidence from providers directly. You'll be able to test and vet the tools and software that solves your problems.

The ABA Techshow is your chance to pull ahead

The Techshow is *the* event for solo and small firm practitioners to attend. If you're like most legal professionals you have a lot of work to do. Deadlines to meet, clients to serve. It's a conference that can produce extraordinary results for your firm.

But, only if you have the right approach.

Most solo/small firms work *in their business*, but very few work **on their business**. The ABA Techshow is your chance to improve *both*. It's your chance to find the software and tools that will improve your business and increase your revenue.

If you already have plans to attend the ABA Techshow at the end of February, come find the [Bill4Time team at Booth 930](#)!

Try Bill4Time for free.